DIRECTOR OF FUNDRAISING AND COMMUNICATIONS

Direct Supervisor: Executive Director

Direct Reports: Marketing & Fundraising Specialist, Fundraising Coordinator (part-time)

Oversight of the following Communication Team Members: Calendar Coordinator, Digital Marketing Coordinator (both positions report to the Marketing & Fundraising Specialist)

Department: External Communications - Fundraising and Marketing

Position Status:
- Full time – 40 hours/week, $55,000 annual salary, with medical & vision
- We are working from home during the COVID-19 pandemic. Majority of work will be during weekday business hours 10am - 6pm M-F, some evening and weekends per needs of programs and events. During Fall 2021, TeenTix will be returning to in-office work hours Tues - Thurs, with Mon & Fri work-from-home.

OVERVIEW OF POSITION:
We are looking for a passionate, thoughtful, and innovative individual to join Team TeenTix as our Director of Fundraising and Communications. We are seeking an energetic go-getter, who will bring strong organizational and communication skills to lead, manage, and strategically advance TeenTix’s external communications and relationships to key organizational stakeholders e.g. teens, individual donors, and TeenTix Partners.

They will collaborate with all members of our team, including staff, Board, Advisory Council, and committees to execute an annual revenue plan, inclusive of individual support (50%) and earned advertising revenue (1%). TeenTix’s FY21 approved operating budget is $276,000.

This role is directly supported by the Executive Director and a strong working Development Committee that meets monthly, consisting of philanthropy leaders and fundraising specialists. This group provides strategic advice, execution support, and leadership in major gifts, individual campaigns, events, and fundraising best practices.

TeenTix’s Commitment to Anti-Racism: TeenTix is an anti-racist organization that is actively working to identify, name, and correct institutionalized racism and constructs of white supremacy within our own organization, and to help our partnered arts and culture organizations do the same. To that end, all staff, interns, and TeenTix leadership participate in anti-racism work through group and independent learning, engagement in regular discussions at staff meetings, and act as active participants in
work being done in the community. Our programs work to uplift marginalized voices in arts leadership and arts journalism, and to increase access to art.

We recognize that a key method to shifting constructs of white supremacy and inequities built into traditional fundraising practices is to follow community-centric fundraising principles, such as centering race, supporting our nonprofit partners, valuing transparency with all of our audiences - especially young people, and working together as a tiny but mighty staff to approach all challenges and opportunities as they arise. Our Director of Fundraising and Communications will be someone who is willing to jump into these efforts, to help drive organizational change, to challenge institutional practices, and to ensure youth voices are always at the center of TeenTix. Please read more about how we approach addressing our equity work on our website here.

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**ESSENTIAL RESPONSIBILITIES:**
TeenTix’s Director of Fundraising and Communication is an energetic and strategic communicator who furthers our relationship with key organizational audiences: teens, adults (individual donors, parents, educators, etc.), and our Arts and Community Partners. This person leads, manages, and strategically advances our public presence and community engagement through a variety of channels with the support of their team.

1. **Fundraising:** Joins the Executive Director, Development Committee, and Teen Programs Director for high-level growth and fundraising strategy sessions. Leads donor engagement and stewardship activities, executes annual fundraising events such as our gala, online giving campaigns, and appeal letters. Maintains teen program statistics along with the Teen Programs Director for fundraising and communication needs.

2. **Communication:** Oversees all communication efforts to teens, adults, and TeenTix Partners to promote the opportunities available through TeenTix, our programs, and our Partners. This person will supervise and direct a dynamic marketing calendar, inclusive of press releases, e-newsletters, social media, video, and TeenTix’s website to grow the reach of our audience.

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**STRATEGIC AND MANAGEMENT RESPONSIBILITIES:**

- Regularly participates in high-level strategy and growth conversations with the Executive Director, Teen Programs Director, and TeenTix Leadership (board and teens).
- Participates in all TeenTix Board and Development Committee meetings (monthly), Advisory Council Meetings (quarterly), and additional committee meetings as needed.
- Our Director of Fundraising and Communication will build and lead a team to execute all external communication strategies. This communication team consists of one part-time staff member and a group of interns who support various aspects of fundraising and marketing strategies. TeenTix prioritizes the education
and mentorship of young people in the arts community and regularly works with interns and developing arts leaders from ages 15 to 26.

FUNDRAISING AND COMMUNICATION RESPONSIBILITIES:
With the support of their Team, the Director of Fundraising and Communications oversees the communications with the following key TeenTix audiences:

- **TEENS**
  - TeenTix is a one-stop shop for all arts events and activities for young people. It’s our responsibility to provide regular, accurate, and up-to-date information using teen-friendly language on platforms including: TeenTix web pages, social media, video channels, weekly e-newsletters, paid advertising, and print materials.
  - Drives and leads TeenTix outreach efforts delegating to the marketing team and TeenTix volunteers to represent TeenTix at public tabling and promotional opportunities, such as community fairs, libraries, schools, arts fairs, and with TeenTix Partners to share all upcoming TeenTix program opportunities.
  - Maintains relevant TeenTix program statistics along with the Teen Programs Director for fundraising and communication purposes.
  - Works closely with teens (from The New Guard: Teen Arts Leadership Society, and The Press Corps) and program staff to promote and find support for annual teen-led events such as The Teeny Awards Ceremony, the Teen Arts & Opportunity Fair, parent & teen social hours and arts outings, public panels/conversations/workshops, and events with other teen leadership groups.

- **ADULTS (parents, educators, individual donors)**
  - In collaboration with the Executive Director and the Teen Programs Director, responsible for growing the TeenTix family, including donors, teens, parents, and Partners through everything from small personal touches to stewardship and fundraising events.
  - Leads and executes TeenTix’s annual fundraising Gala (spring).
  - Develop and implement individual giving online and mailed/appeal campaigns, such as GiveBIG, an end-of-year campaign, and peer-to-peer campaigns.
  - Directs the Fundraising Coordinator on maintaining accurate and up to date information in our donor database. Works with the Operations Specialist to provide monthly reports of all incoming gifts.

- **PARTNERS**:
  - Builds strong relationships with TeenTix Partners, supporting their efforts to reach and develop authentic relationships with young people by sharing
best practices, marketing support through TeenTix channels, and programming ideas to support their youth-centric programming.

- Regularly communicates with Partners regarding current TeenTix activities, promotions, and program changes through our quarterly Partner Bulletin & Journal, our online Partner Portal, all on-boarding materials for new Partners.
- Oversees the maintenance of Partner records for TeenTix staff along with Operations Specialist; including but not limited to a list of partner organization idiosyncrasies, contacts, and annual payments.
- Responsible for selling and managing teentix.org advertisements to all TeenTix Partners, meeting an income goal set annually.

OTHER

- Assist with all event, program, and in-office administrative duties when all hands on deck are needed such as TeenTix Pass mailings, Event Calendar Entry, and phone support.

WHAT WE ARE LOOKING FOR:

Required:

- At least four years experience in fundraising in a non-profit setting or equivalent relevant experience in another industry.
- Experience with managing other staff, interns, youth programs, or volunteers.
- Excellent written and oral communication skills, and an ability to communicate and collaborate effectively with a diverse range of people, from fellow staff, board members, to donors, to TeenTix Partners, to teens.
- Familiarity with communication platforms such as MailChimp, Facebook, Instagram, YouTube, TikTok, SoundCloud, etc.
- Familiarity with website and print content creation and publication
- Ability to work some evenings and weekends as appropriate.
- Enthusiastic commitment to the mission of ensuring equitable access to the arts for all young people, but especially for teens who have traditionally been excluded from arts participation, including teens of color, low-income teens, teens whose first language is not English, and teens with unstable housing.
- Experience with donor and/or ticketing/box office database or systems.
- Strong organization skills; ability to set good priorities and manage your own to-do list effectively; ability to balance enthusiasm with patience required to do things well with limited resources.
- Attention to detail who takes pride in developing strong systems and structures.
- Affinity for teen culture and belief in the goodness of teenagers and willingness to always provide mentorship for the teens around you.

Desired:

- Someone who views fundraising as the joyful practice of offering people the opportunity to connect deeply with issues they care about.
- Affinity for and knowledge of the local arts community.
- Familiarity with Adobe Photoshop, Adobe Illustrator, Adobe Premier Pro, Canva, and other platforms for design and editing.
- Entrepreneurial spirit, flexibility, and a desire to join a small, growing organization and pitch in where needed to move the mission forward (within the parameters of your schedule). This could mean showing up to staff an outreach table, proof-reading a colleague’s writing, or washing dishes.

WHAT YOU WILL GET:
Full time, 40 hr/week position with a flexible, family-friendly schedule. Salary: $55,000.

- 40 hours/week, full-time salary, non-exempt
- Medical and vision benefits fully covered by TeenTix
- 12 days of vacation accrued during the first year of employment
- 8 sick days accrued each year
- 3 days personal leave each year
- 14 paid holidays each year
- Up to $50 parking or public transit reimbursement each month

TO APPLY:
Young people, people that identify as queer and/or non-binary, and people of color are strongly encouraged to apply. TeenTix is an organization that is deeply committed to helping our employees achieve their career goals and maintain a good quality of life while working hard at a small non-profit. The work is challenging, fun, inspiring, sometimes frustrating, and frequently extremely rewarding. Your time will be respected and you will not be asked to treat yourself as an unlimited resource.

Please send a resumé and cover letter to monique@teentix.org

We will begin reviewing applications on August 1, 2021. We will continue to review applications on a rolling basis after that date. Zoom or in-person interviews will be conducted on an ongoing basis with TeenTix’s Executive Director. Applicants who are invited for interviews will be asked to submit two writing samples relevant to this position (such as a donor appeal letter or communications plan). Second round interviews will be done with members of staff, teens, and Development Committee.

We hope to fill this position by September 2021.